



WDAF-TV

KCU152
ORDER

Print Date

10/17/12

Page 1 of 2

Flight Dates 10/17/12-10/22/12

<u>Contract / Revision</u>	<u>583087</u>	<u>/</u>	<u>MO-US SEN-TODD AKIN</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Estimate #</u>	<u>2906</u>
10/15/12 10/17/12			<u>Billing Contact</u>	<u>Alt Order #</u>	<u>09842330</u>
<u>Advertiser</u> Akin/R/MO/US Senate			7669 Staggers Loop Delaware, OH 43015	<u>Billing Type</u>	Cash
<u>Agency</u> Strategic Media Placement				<u>Order Type</u>	GENERAL
<u>Buying Contact</u>				<u>Billing Cycle</u>	EOM/EOC
7669 Staggers Loop Delaware, OH 43015				<u>Billing Calendar</u>	BROADCAST
				<u>Demographic</u>	A35+
				<u>Rev Codes</u>	SP-POL CAN POL
				<u>Product Codes</u>	PL1Ba
				<u>Priority</u>	3
				<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 25% Market Value 35120

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	25%	8780
KCWE	%	0
KMBC	25%	8780
KMCI	%	0
KPXE	%	0
KSHB	25%	8780
KSMO	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	16	\$7,463.00	\$8,780.00	0.00	10/01/12	10/22/12	16	\$7,463.00	\$8,780.00
Totals	16	\$7,463.00	\$8,780.00	0.00					

Billing Plan

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
E 1	4	10/17/12	10/19/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	---	TF--	2	\$375.00	0.00						
E 2	4	10/17/12	10/19/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	---TF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	---	TF--	2	\$375.00	0.00						
E 3	4	10/17/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	---	TF--	2	\$400.00	0.00						



WDAF-TV

Print Date: 10/17/12

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Contract / Revision 583087 Flight Dates 10/17/12-10/22/12 Hiatus Dates

Original Date / Revision 10/15/12/ 10/17/12 Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate Product MO-US SEN-TODD AKIN Estimate # 2906

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Totals														
															Type	Spots	Amount												
E 4	4	10/17/12	10/19/12	M-F	5-6p	CM-All	530-6p		---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00												
530-6p (5:30 PM-6:00 PM)																													
NEWS																													
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/15/12</td> <td>10/21/12</td> <td>---TF--</td> <td>2</td> <td>\$400.00</td> <td>0.00</td> </tr> </tbody> </table>																		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/15/12	10/21/12	---TF--	2	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																								
Week: 10/15/12	10/21/12	---TF--	2	\$400.00	0.00																								
E 5	4	10/17/12	10/19/12	M-F	6-630p	CM-All	6-630p		---TF--	:30	2	\$540.00	3	0.00	NM	2	\$1,080.00												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																								
Week: 10/15/12	10/21/12	---TF--	2	\$540.00	0.00																								
E 8	4	10/17/12	10/19/12	M-F	9-10p	CM-All	9-930p		---TF--	:30	3	\$800.00	3	0.00	NM	3	\$2,400.00												
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Week: 10/15/12	10/21/12	---TF--	3	\$800.00	0.00																								
E 9	4	10/22/12	10/22/12	M-F	9-10p	CM-All	9-930p		M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																								
Week: 10/22/12	10/28/12	M-----	1	\$800.00	0.00																								
N 10	4	10/22/12	10/22/12	M-F	630-7p	CM-All	630-7p		M-----	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00												
M-F 630-7p																													
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Week: 10/22/12	10/28/12	M-----	1	\$1,000.00	0.00																								
N 11	4	10/18/12	10/19/12	M-F	6-7a	CM-All	6-7a		---TF--	:30	1	\$400.00	3	0.00	NM	1	\$400.00												
M-F 6-7a																													
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Totals																16	\$8,780.00												



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Flight Dates 10/17/12-10/22/12

Contract / Revision 583087 / **MO-US SEN-TODD AKIN**
Original Date / Revision 10/15/12 10/15/12
Advertiser **Akin/R/MO/US Senate**
Agency **Strategic Media Placement**
Buying Contact
7669 Staggers Loop
Delaware, OH 43015

Product
Agency Com 15%
Billing Contact
Order Sep 00:15:00
Estimate # 2906
Alt Order # 09842330
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes SP-POL CAN POL
Product Codes PL1Ba
Priority 3
Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 29520

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	7380
KCWE	%	0
KMBC	25%	7380
KMCI	%	0
KPXE	%	0
KSHB	25%	7380
KSMO	%	0

Month	# of Spots	Order Totals		Rating	Billing Plan		# Spots	Net Amount	Gross Amount
		Start Date	End Date		Start Date	End Date			
October 2012	14	\$6,273.00	\$7,380.00	0.00	10/01/12	10/22/12	14	\$6,273.00	\$7,380.00
Totals	14	\$6,273.00	\$7,380.00	0.00					

Ln	Ch	Start Date	End Date	Inventory Code	Break Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
E 1	4	10/17/12	10/19/12	M-F 7-9a 7-8a	CM-All 7-8a (7:00 AM-8:00 AM)	--WTF--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
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Week: 10/15/12				10/21/12	--WTF--		2	\$400.00	0.00					



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<u>Contract / Revision</u>	583087	<u>Flight Dates</u> 10/17/12-10/22/12	<u>Hiatus Dates</u>
<u>Original Date / Revision</u>	10/15/12/	10/15/12	<u>Order Sep</u> 00:15:00
<u>Advertiser</u>	Akin/R/MO/US Senate	<u>Product</u> MO-US SEN-TODD AKIN	<u>Estimate #</u> 2906

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
																	Amount
E 4	4	10/17/12	10/19/12	M-F	5-6p	CM-All	530-6p		--WTF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
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Week: 10/15/12		10/21/12	--WTF--				2	\$400.00	0.00								
E 5	4	10/17/12	10/19/12	M-F	6-630p	CM-All	6-630p		--WTF--	:30	2	\$540.00	3	0.00	NM	2	\$1,080.00
M-F 6-630p M-F 6-630p																	
NEWS																	
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Week: 10/15/12		10/21/12	--WTF--				2	\$540.00	0.00								
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NEWS																	
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Week: 10/15/12		10/21/12	--WTF--				3	\$800.00	0.00								
E 9	4	10/22/12	10/22/12	M-F	9-10p	CM-All	9-930p		M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
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NEWS																	
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Week: 10/22/12		10/28/12	M-----				1	\$800.00	0.00								
														Totals	14	\$7,380.00	